

**Monday – March 21, 2005**

8:30-9:45 a.m. – General Session

**Peter Yesawich – "Big Picture – Travel & Tourism"**

9:45-10:25 a.m. BREAK

10:25-11:45 a.m. Concurrent Break Outs

- **MT Travel Trends: ITRR**
- **WEB Marketing Strategies: Anne Ellicott, LEAPUP**
- **Community Partnerships/Great Vacations: Ed Dreistadt, StoneMountainPark, GA**
- **MT Scenic-Historic Byway Program/Rest Area Plan: MDT**

11:55-1:30 p.m. Luncheon  
**TBA**

1:30-2:50 p.m. Concurrent Break Outs

- **Crisis Communication & Recovery: Panel**
- **WEB Marketing Strategies: RPT**
- **Community Partnerships/Great Vacations: RPT**
- **MT Scenic-Historic Byway Program/Rest Area Plan: RPT**

2:50-3:30 p.m. BREAK

3:30-4:50 p.m. Concurrent Break Outs

- **Crisis Communication & Recovery: RPT**
- **FWP/USFS Visitor Research or River Recreation Policy-3 MT Rivers**
- **Publicity Bootcamp: Panel**
- **RV Market: Dottie Maitland, RVIA spokesperson**
- **Legislative Update**
- **Rick Graetz Slide Show: Gold West Country**

4:50-6 p.m. No Host Reception in Exhibitors Area

6 p.m. Free Night in Helena

Options:

- **Montana Tourism Coalition Reception & Fundraiser**

**Tuesday – March 22, 2005**

8:30-9:45 a.m. – General Session

**Longwoods Intl – Montana**

**Markets Research: Tom & Gang**

9:45-10:25 a.m. BREAK

10:25-11:45 a.m. Concurrent  
Break Outs

- **RV Market: RPT**
- **Publicity Bootcamp: RPT**
- **2005 L&C Bicentennial Events: Panel**
- **MT Trails Showcase: MT Dino Trail & MT Birding Trail**
- **Pricing for International Market**

11:55-1:30 p.m. Luncheon  
**Doug Monger & Exhibitors Giveaway**

1:30-2:50 p.m. Concurrent Break  
Outs & Session-length Field Trips

- **2005 L&C Bicentennial Events: Panel**
- **MT Trails Showcase: MT Dino Trail & MT Birding Trail**
- **FWP/USFS Visitor Research or River Recreation Policy-3 MT Rivers: RPT**
- **Last Chance Tour Train - Helena Field Trip**
- **State Capitol Tour Field Trip**

1:30-4:30 p.m. Afternoon-Length  
Field Trips

- **Arts & Culture in Helena**
- **Downtown Helena Walking Tour**

2:50-3:10 p.m. BREAK

3:10-4:30 p.m. Session-Length  
Field Trips

- **Last Chance Tour Train - Helena Field Trip**
- **State Capitol Tour Field Trip**

6-7 p.m. No Host Banquet  
Reception

7-9:30 p.m. Banquet  
**Governor Presentation & Tourism Awards**

9:30-10 p.m. **Manifest Scrutiny (entertainment)**